



## Job description

Position Title	Partnership Marketer
Date	1 February 2022
Department	Partnerships
Reporting to	VP of Partnerships

## About us

At Honey, we like to do things a bit differently. You'll notice this from the very first time you meet with one of our talented team, right through to your first day at Honey. We challenge expectations, are always looking to make a difference, questioning what we're doing and asking if there's a better way. We are exceptional at what we do and every single one of us brings a unique talent to Honey. We are incredibly resourceful and bring great energy and a can-do attitude to every conversation, where everyone has an equal voice and we know a good idea can come from anywhere.

We are proud that every one of our team has equity in Honey, that's right from everyone in the call centre through to the team leading this business we all own a piece of the pie. That means we all have the same goals and aspirations for changing the current home insurance landscape. We all know there is a 'better' way of doing this insurance thing and we are all passionate about making this the 'new' way. The Honey way. Honey will be our proudest moment on your CV, it will be the job in ten years time you look back on and feel chest puffed out proud about, not only because of the success of the company but because of what we built. Together.

Are you in? If so, read on.

## Why we're different

Honey is Australia's first smart home insurance for the modern-day homeowner, renter or landlord, on a mission to eliminate the majority of avoidable accidents that happen in the home. We do this through a re-imagined approach to home insurance that lets customers easily sign-up with the

right level of cover by using satellite and third party data, and then provide customers with smart home technology to help protect their homes.

Honey took Australia by storm when it launched in June 2021 with the largest Seed funding round in Australian history of \$15.5 million led by RACQ, AGL, Mirvac, Metricon and many other industry leading Australian companies. And we are growing fast.

## The low down

Working alongside VP of Partnerships and the Partnerships Product Manager, you'll be responsible for helping the success of Honey across the ecosystem of partnerships (think the biggest names in financial services, energy, builders and world renowned online accommodation marketplace). In a rare opportunity for both a strategic and executional role, you'll be:

- Onboarding and embedding Honey into digital partner customer journeys
- Working with partners to develop joint marketing plans & strategy
- Optimisation of existing partnerships customer experiences
- Acting as Partner Marketing relationship manager
- Ownership of end to end partner marketing channels, including partner portals, websites, digital and physical marketing experiences
- Managing partner marketing communications and collateral
- Developing partner marketing metrics, ensuring that partner programs meet marketing objectives, and working towards continued optimisation
- Execute sponsorship activations, events, marketing and PR working with the extended Honey team

## Technical knowledge & industry skills

- 6+ years experience working in marketing / partner marketing
- Natural collaborator & clear communicator
- Comfortable with digital platforms
- Strong ability to prioritise activity based on potential impact

- Self-motivated and autonomous
- Natural collaborator & clear communicator
- Ambition and a competitive drive to hit and exceed goals
- An excitement and appetite to build something new, question the status-quo
- Be part of an early stage start-up with the opportunity to have a meaningful impact and to learn, be challenged and grow with us
- A considerate, progressive and supportive work environment
- Experience with events and sponsorships

## The Honey Referral Program

The Honey journey is only just beginning. We're rapidly gaining momentum, and our first priority is to recruit more incredible people to join our journey. Think you know top-tier talent that could suit the Honey team to a tee? Great, there's something in it for you too.

The Honey Referral Program offers **\$3,000 for those who refer successful employees to Honey**. Whether you know someone who's got code-crunching in their DNA, or a knack for translating jargon into everyday language for customers, then we want to hear from you.

They say it's who you know, and we want to know too!